

Reference: Docket Number MB 06-92 / Public Comments attached.

RFD-TV has clearly been commercial in nature and selectively charges individuals to air programming. We had contacted RFD-TV about airing a half hour episode on a horse breed, and were informed that it would cost us \$2,500.00 to air our program 5 times, and one of the 5 airings would be at 3:00 in the early morning. This figure was quoted before they had even seen the content of the program. They did not ask if it was educational or commercial- they simply quoted a figure to air a program.

I believe they selectively charge individuals to air programs while others get a free pass. Given some of the dry topics and poorly produced content, it is difficult to believe that the owners of much of RFD's programming are actually paying to air this content.

I believe a complete audit of RFD's business practices will yield many inconsistencies with respect to their commercial or educational status.

We also received the following E-mail from one of RFD's horse trainers, urging us to write the FCC in defense of RFD as an educational broadcaster.

Dear _____, The high quality programming on RFD-TV is in jeopardy - your involvement is needed, please read the below email and send your comments regarding the impact RFD-TV has on your life to the FCC. Ensure a strong future for Rural America's most important network! C'mon mate - we can do it together!

Clinton Anderson

Background----- On November 28, 2005, Farm Journal, Inc. ("Farm Journal") filed a Petition for Declaratory Ruling asking the Commission to find that RFD Communications, Inc. ("RFD-TV") fails to satisfy the eligibility requirements of an educational programming supplier for purposes of carriage by DBS providers in fulfillment of their public interest obligations under 47 C.F.R. §25.701. Farm Journal alleges that RFD-TV's programming contains commercial advertisements and is therefore ineligible for carriage on channels that DBS providers reserve for qualified nonprofit organizations or noncommercial educational entities. We request public comment on the issues raised by this filing.

What you can do----- copy the text below, replace your information and email to ecfs@fcc.gov ECFS - Email Filing MB 06-92 11/21/97

Jane M. Doe 902 Snyder Lane Apt. 34 Wichita KS 20530 Smith & Jones
Robert Smith 2314 CO 410-555-4657 Email Comment jdoe@public.com

Dear FCC, RFD-TV is an important part of my life as a rural landowner and horse person. The network provides a great public service - it would be a huge mistake and travesty of justice, not to mention a disservice to America's rural tradition for the FCC to find that RFD-TV is not providing a needed educational public service. Thank you for your time. Your Name

What is laughable about this communication is it ostensibly comes from one of the biggest commercial content providers on RFD-TV, although it is not hard to imagine who may have really authored this letter.

RFD-TV's horse programming is nearly all trainers marketing their services under the guise of "education." Every trainer on there, markets their training DVD, tapes and courses, clinics, whatever. This is not educational programming, these are infomercials.

If they weren't selling a ton of goods and services, they wouldn't be airing. I would also find it difficult to believe, that because these are a draw for RFD's audience, that they are being similarly charged to air their programs. Take a look at programming by Clinton Anderson, Pat Parelli and others, and you will see that these are clearly commercial, revenue generating programs designed specifically to promote and sell training aids, DVD's, tapes, lesson programs, certification programs, clinics and a whole host of branded merchandise.

Clinton Anderson, Pat Parelli and others are clearly marketing machines using RFD-TV to carry their marketing messages and services to the audience. Without this venue to reach an audience to sell merchandise, they might actually have to train horses for a living. Their programming is clearly and unequivocally infomercial programming.

The episode we asked to have aired was educational, with no call to action to order tapes, DVD's training aids, clinics, etc. It was purely educational and we were told it would cost us \$2,500.00 to air our program. There are some serious inconsistencies and irregularities in their business practices, and much of their programming is clearly commercial in nature, design and intent.

Thank you-

Jon May
Aswyn-Morgan Horse Farm

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